

Table 1
Summary of Tar Results for TITL Market Sample #38

Philip Morris USA
CONFIDENTIAL

	PTL 1995 Year Average	Tar Specs	Advertised Tar	TITL Market Sample #37	TITL Market Sample #38	TITL Market Sample #38 Rounded
Alpine KFMHP	15.9	16	15	15.0	15.9	16
Alpine KFMSF	15.6	16	15	15.3	15.5	16
Alpine 100's 100FMSF	15.9	16	15	15.0	15.9	16
Alpine Lights KFMHP	10.2	10	9	9.2	9.1	9
Alpine Lights KFMSF	9.8	10	9	9.3	9.6	10
Alpine Lights 100's 100FMSF	9.7	10	9	9.2	9.1	9
Basic KNFSP	24.1	24	24	26.3	25.8	26
Basic KFSP	16.0	16	16	15.5	15.2	15
Basic Menthol KFMSF	15.9	16	16	14.9	14.9	15
Basic 100's 100FSP	16.0	16	16	15.0	15.5	16
Basic Menthol 100's 100FMSF	15.9	16	16	14.9	15.1	15
Basic Lights KFSP	10.9	11	11	10.1	10.0	10
Basic Menthol Lights KFMSF	10.9	11	11	10.1	10.3	10
Basic Lights 100's 100FSP	11.0	11	11	10.0	10.4	10
Basic Menthol Lights 100's 100FMSF	11.1	11	11	9.9	10.0	10
# Basic Ultra Lights KFSP	6.1	6	6	5.2	5.3	5
Basic Ultra Lights 100's 100FSP	5.9	6	6	5.1	5.6	6
Benson & Hedges KFHP	14.9	15	14	14.4	15.2	15
Benson & Hedges 100's 100FHP	16.0	16	16	15.1	15.4	15
Benson & Hedges 100's Menthol 100FMHP	15.9	16	16	15.3	15.1	15
Benson & Hedges 100's 100FSP	16.0	16	15	15.4	14.8	15
Benson & Hedges 100's Menthol 100FMSF	16.1	16	15	15.0	15.3	15
* Benson & Hedges Deluxe Ultra Lights 100's 100FHP	6.0	6	5	5.4	5.4	5
* Benson & Hedges Deluxe Ultra Lights 100's Menthol 100FMHP	5.9	6	5	5.0	5.3	5
Benson & Hedges Lights 100's 100FHP	11.2	11	10	10.1	10.4	10
Benson & Hedges Lights 100's Menthol 100FMHP	10.8	11	10	10.3	10.3	10
Benson & Hedges Lights 100's 100FSP	11.1	11	10	9.8	10.1	10
Benson & Hedges Lights 100's Menthol 100FMSF	11.2	11	10	9.8	10.3	10
Benson & Hedges Special Kings KFMHP	N/A	16	16	16.3	15.9	16
Benson & Hedges Special Kings Lights KFHP	N/A	12	12	11.4	11.3	11
Benson & Hedges Special Kings Lights KFMHP	N/A	13	13	12.3	12.4	12
B & H Multifilter KFSP	10.8	11	11	10.6	10.1	10
Bristol KNFSP	23.3	24	27	26.9	27.0	27
Bristol Full Flavor KFSP	15.8	16	16	15.3	15.5	16
Bristol Full Flavor 100's 100FSP	15.4	16	15	15.1	15.5	16
Bristol Lights KFSP	10.5	11	10	9.9	10.2	10
Bristol Lights Menthol KFMSF	10.5	11	10	9.9	9.9	10
Bristol Lights 100's 100FSP	10.9	11	10	10.1	10.1	10
Bristol Lights 100's Menthol 100FMSF	10.7	11	10	10.2	9.8	10

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		<u>PTL 1995 Year</u>	<u>Tar Specs</u>	<u>Advertised</u>	<u>TITL Market</u>	<u>TITL Market</u>	<u>TITL Market Sample #38</u>
		<u>Average</u>		<u>Tar</u>	<u>Sample #37</u>	<u>Sample #38</u>	<u>Rounded</u>
*	Bristol Lowest KFSP	1.4	1	1	1.0	1.1	1
*	Bristol Lowest 100 100FSP	2.6	2	2	1.9	1.9	2
	Bristol Ultra Lights 100 100FSP	5.8	6	5	5.2	5.4	5
	Bucks Full Flavor KFSP	13.8	14	14	13.9	13.8	14
	Bucks Lights KFSP	10.7	11	11	10.4	10.0	10
	Cambridge Full Flavor KFSP	15.7	16	16	15.3	15.2	15
	Cambridge Full Flavor 100's 100FSP	15.5	16	16	15.0	15.1	15
	Cambridge Lights KFSP	10.8	11	11	10.4	10.2	10
	Cambridge Lights Menthol KFMSF	10.9	11	11	10.3	10.0	10
	Cambridge Lights 100's 100FSP	10.8	11	11	10.1	10.1	10
	Cambridge Lights 100's Menthol 100FMSP	11.1	11	10	10.2	10.5	10
*	Cambridge Lowest KFSP	1.1	1	1	1.1	1.3	1
*	Cambridge Lowest 100 100FSP	2.3	2	2	1.9	1.8	2
	Cambridge Ultra Low Tar 100 100FSP	5.9	6	5	5.1	5.1	5
	Commander RNFSP	19.7	20	21	21.7	21.4	21
	Commander KNFSP	24.2	24	27	26.5	26.4	26
	Dave's Filter KFHP	15.9	16	16	N/A	15.5	16
	Dave's Lights KFHP	11.1	11	11	N/A	10.2	10
	English Ovals KNFHP	22.7	23	25	26.2	26.2	26
#	Marlboro KFHP	15.9	16	16	16.0	15.7	16
	Marlboro Menthol KFMHP	16.4	16	15	15.6	15.4	15
	Marlboro KFSP	16.0	16	16	15.8	15.7	16
	Marlboro Menthol KFMSP	15.9	16	16	15.8	15.8	16
	Marlboro 100's (gold package) 100FHP	16.0	16	16	15.4	14.9	15
	Marlboro 100's (red package) 100FHP	16.0	16	16	15.6	15.0	15
	Marlboro 100's (gold package) 100FSP	15.9	16	15	15.1	15.2	15
#	Marlboro 100's (red package) 100FSP	15.3	16	15	15.0	15.8	16
	Marlboro 25's KFSP	16.0	16	16	15.3	15.5	16
	Marlboro Lights KFHP	10.9	11	10	9.9	9.8	10
	Marlboro Lights Menthol KFMHP	10.1	10	10	9.2	9.4	9
	Marlboro Lights KFSP	10.8	11	10	10.0	10.1	10
	Marlboro Lights 100's 100FHP	11.0	11	10	10.1	10.4	10
	Marlboro Lights 100's Menthol 100FMHP	9.8	10	10	8.8	9.1	9
	Marlboro Lights 100's 100FSP	11.0	11	10	9.7	10.1	10
	Marlboro Lights 25's KFSP	10.8	11	11	10.2	10.3	10
#	Marlboro Medium KFHP	12.0	12	12	10.9	11.4	11
	Marlboro Medium KFSP	12.3	12	11	11.2	11.5	12
	Marlboro Medium 100's 100FHP	12.9	13	13	12.6	12.4	12
	Marlboro Medium 100's 100FSP	12.7	13	13	12.2	12.3	12

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Marlboro Ultra Lights KFHP	5.7	6	6	5.2	5.8	6
Marlboro Ultra Lights 100FHP	5.8	6	6	5.3	5.3	5
* Merit KFHP	7.8	8	8	7.3	7.4	7
* Merit KFSP	7.7	8	8	7.4	7.2	7
* Merit Menthol KFMSP	7.6	8	8	7.3	7.4	7
* Merit 100's 100FSP	9.9	10	9	8.9	9.2	9
* Merit 100's Menthol 100FMSP	9.7	10	9	9.1	8.7	9
* Merit Ultima KFHP	1.1	1	1	1.2	0.8	1
* Merit Ultima KFSP	1.2	1	1	1.3	0.8	1
* Merit Ultima 100's 100FHP	1.9	2	2	1.9	1.9	2
* Merit Ultima 100's 100FSP	2.0	2	2	2.0	1.8	2
* Merit Ultra Lights KFHP	5.1	5	5	4.4	4.5	5
* # Merit Ultra Lights KFSP	4.9	5	5	4.7	4.4	4
* # Merit Ultra Lights Menthol KFMSP	5.1	5	5	4.4	4.3	4
* # Merit Ultra Lights 100's 100FHP	5.9	6	6	5.2	5.4	5
* Merit Ultra Lights 100's 100FSP	5.9	6	5	5.3	5.6	6
* Merit Ultra Lights 100's Menthol 100FMSP	6.0	6	5	5.2	5.2	5
Parliament Lights KFHP	9.0	9	8	8.1	7.7	8
Parliament Lights KFSP	8.8	9	9	8.4	8.2	8
Parliament Lights 100's 100FSP	11.9	12	11	11.3	11.0	11
Philip Morris International 100FHP	15.8	16	16	14.7	14.8	15
Philip Morris International Menthol 100FMHP	16.1	16	16	15.3	13.8	14
Players RNFHP	20.4	21	24	23.0	23.0	23
Players KFHP	11.7	12	12	11.8	11.3	11
Players Menthol KFMHP	11.5	12	11	10.8	10.9	11
Players 100's 100FHP	13.4	14	14	12.7	12.9	13
Players 100's Menthol 100FMHP	13.4	14	14	12.7	12.7	13
Players Lights 25's KFSP	10.6	11	10	10.0	9.4	9
Players Lights 25's Menthol KFMSP	11.1	11	10	9.9	9.9	10
Players Lights 25's 100's 100FSP	11.2	11	11	10.3	10.0	10
Players Lights 25's 100's Menthol 100FMSP	10.8	11	11	10.7	9.5	10
Saratoga 120's 120FHP	14.8	15	14	14.0	14.1	14
Saratoga 120's Menthol 120FMHP	14.8	15	14	13.9	14.0	14
Virginia Slims 100FSP	14.8	15	14	14.2	14.7	15
Virginia Slims Menthol 100FMSP	14.8	15	15	14.3	14.7	15
Virginia Slims Lights 100FHP	9.0	9	8	7.7	8.2	8
Virginia Slims Lights Menthol 100FMHP	8.9	9	8	8.2	7.7	8
Virginia Slims Lights 120's 120FHP	14.8	15	14	14.4	14.4	14
Virginia Slims Lights 120's Menthol 120FMHP	15.1	15	14	14.2	14.1	14

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	Virginia Slims Ultra Lights 100 100FHP	6.0	6	6	5.2	5.3	5
	Virginia Slims Ultra Lights 100 Menthol 100FMHP	5.8	6	6	5.0	5.4	5
	Virginia Slims Superslims 100 100FHP	5.7	6	6	5.6	5.9	6
	Virginia Slims Superslims 100 Menthol 100FMHP	5.8	6	6	5.6	6.1	6

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